

Sustainable and Digitally Enabled Services Marketing & Management

ERASMUS+ Blended Intensive Programme (BIP) | PhD Course | 7.5 ECTS

Autumn 2026 | 1 October–27 December 2026

Transforming services for a sustainable and digital future

How can service systems create sustainable value in a rapidly changing digital world?

This international PhD course explores the latest developments in sustainable and digitally enabled services marketing and management, with a focus on theory, research, and service system transformation.

The course is aimed at doctoral students in Business Administration and related disciplines interested in service research, sustainability, digital transformation, innovation, service systems, and Transformative Service Research (TSR). It offers an opportunity to strengthen theoretical and methodological knowledge and connect emerging research perspectives to participants' own PhD projects.

Key topics

- Sustainable value creation and service systems
- Digital and systemic transformation
- Sustainability: economic, environmental, societal, and ethical perspectives
- Transformative Service Research (TSR)
- Digital innovation and design for sustainability
- Emerging theories, concepts, and methodologies in service research

The course combines interactive lectures, research seminars, literature discussions, group work, and problem-based learning, supporting both academic development and participants' own research.

International & blended format

The programme brings together doctoral students and researchers from Karlstad University, Roma Tre University, University of Macedonia, University of Tuscia, and Maastricht University.

The course combines **online seminars via Zoom** with an intensive in-person component:

19–23 October 2026

CTF – Service Research Center, Karlstad Business School, Karlstad University, Sweden

Maximum 20 participants to enable active discussion, collaboration, and international academic networking.

Why participate?

Gain new perspectives on **sustainable and digital transformation**, strengthen your research skills, connect with an international research community, and explore how emerging service research can contribute to addressing complex societal challenges.

Applications are open to doctoral students in Business Administration and related disciplines.

Application: Include your contact details, university affiliation, and a short description of yourself and your research (maximum 500 words).

Web page:

<https://www.kau.se/en/doktorandkursorg/sustainable-and-digitally-enabled-services-marketing-and-management-theory-and>

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Join an international PhD community exploring the future of sustainable and digitally enabled service systems.